

ABSTRACT OF THE DISCLOSURE

An emergency alert notification system and method are provided by which a subscriber's previously-identified contact persons may be notified upon the happening of an event. A witness, who may be a stranger to the event, initiates the notification process by contacting a service provider using a phone number and subscriber ID number that has been displayed by the subscriber in strategic locations such as an auto windshield, on the exterior of a home or office, or on a key ring. The witness need know no private or sensitive personal information about the subscriber in order to initiate the notification, and receives no such information as a result of the notification process. With the subscriber's ID number, the service provider retrieves associated contact information and provides notification.